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*The Governor
and the Man*

By I. Norman Smith



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Against Pneumonia

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IT doesn't take a lot of fixing to get a great snapshot. Maybe it's only a boy in an old straw hat coming down a country road. But . . . everybody knows that boy. He's your own youth . . . the way you felt when you were twelve, and school was out, and summer had come . . . and the world lay wide-open before you.

Today thousands of people all over the country are getting wonderful snapshots—pictures full of life and beauty and imagination—just by loading their cameras with Kodak Film, and going out and shooting. You can do it, too. The more snapshots you take, the better they'll be.

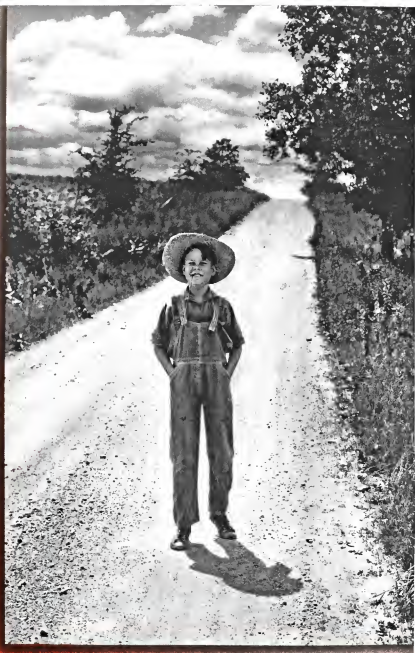
But play safe with your film. Use the film you can depend on every time under varying conditions—Kodak Verichrome—the film that gets great snapshots.

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Accept nothing but the film with the trade mark KODAK on the box.



MADE IN CANADA



Why VERICHROME Film?

There is a type of Kodak Film for every picture-taking purpose, from the kind on which most Hollywood movies are made, to the little roll of film that loads a Brownie camera.

If you're an amateur, using an average camera, Kodak Verichrome Film will give you best results day in and day out. It takes care of reasonable exposure errors. It performs brilliantly even when the weather isn't just right. It makes any camera a better camera. Call for "Verichrome Film" by name.

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